

SEP 27 2010

Dkt. 2271/63926

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Mika PARTAIN et al.

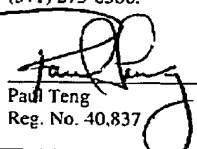
Application No.: 09/760,864

Group Art Unit: 3625

Date Filed: January 16, 2001

Examiner: Michael Misiaszek

For: INTERACTIVE PROMOTION OF PRODUCT SALES IN INTERNET SALES  
TRANSACTIONS

I hereby certify that this correspondence is being transmitted by facsimile transmission to the U.S. Patent and Trademark Office at (571) 273-8300.	
 Paul Teng Reg. No. 40,837	September 27, 2010 Date

30 Rockefeller Plaza, 20<sup>th</sup> Floor  
New York, N.Y. 10112  
(212) 278-0400Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450AMENDMENT

Sir:

This Amendment is submitted in response to the Office Action dated June 25, 2010 in connection with the above-identified application.

**Amendments to the Specification** begin on page 2 of this paper.

Amendments to the Claims are reflected in the **Listing of Claims** beginning on page 3.

**Amendments to the Drawings** begin on page 13 of this paper.

**Remarks** begin on page 14 of this paper.

A new sheet of drawings for Fig. 3-3 is attached hereto as **Exhibit A**.